



COUNTY OF SAN LUIS OBISPO Department of Agriculture/Measurement Standards

2156 SIERRA WAY, SUITE A, SAN LUIS OBISPO, CALIFORNIA 93401-4556
ROBERT F. LILLEY (805) 781-5910
AGRICULTURAL COMMISSIONER/SEALER FAX: (805) 781-1035
AgCommSLO@co.slo.ca.us

Ag Tourism & Direct Marketing Work Group

November 16, 2005

Meeting Minutes

Present:

Anne McMahon, Joy Barlogio, Colleen Childers, Doug Filipponi, Jamie Kirk, Deanne Gonzales, Charlie Whitney, Maryann Vasconcellos, Roy Parsons, Dick Rogers, Karen Mansfield, Elizabeth Rolph, Holly Sletteland, Debra Garrison Karen Nall, Michael Isensee, Mary Bianchi (work group)
Sandra Wallace, Kim Rogers (guests)
Brenda Ouwerkerk (facilitator)
Steve Sinton, Duane Waddell (absent)

Introduction of Staff (Brenda)

Binder Tour (Brenda)

- Review of authority for work group's efforts
- Timeline overview
- Listening session results
- Components of AgTourism & direct marketing
- Definitions
- El Dorado and Bainbridge Ordinance examples
- Criteria for membership on work group
- Comment form

Handouts from Planning (Karen)

- Table 2-2 Inland Land Use Ordinance Allowable Uses (pgs 2-12 thru 2-22)
- Lodging – B&B Facilities (§22.30.260)
- Roadside Stands (§22.30.510)

Intro to Work Group Task (Michael)

Potential AgTourism & Direct Marketing Land Uses *and* Issues

Ground Rules (Keys to Our Success) (Brenda)

- Be Respectful – Always
- Focus on the Issue
- Honor each other's right to speak – and listen to understand
- Be concise, say it once, be brief, be seated!
- Be careful what you take out of the meeting – confidentiality issues

Introductions of Work Group Members & Brief Summary of Common Themes (Brenda)

- Worries
 - Problems with complaint-based compliance
 - Micromanagement & over-regulation
 - Tourism eclipsing marketing of ag products
 - Need for input from concerned rural residents, advisory councils
 - High costs of fees for small growers
 - Grouping all sizes of projects together
 - Inequitable rules

- Newcomers frustration with ag
 - Inappropriate locations for some uses
 - Too much specificity
- Wishes
 - Keep ag as heart & soul of county
 - Streamlined process
 - Creating standards does not take too long
 - Increased support for local producers
 - Private property rights protected
 - Unique situations addressed with discretion
 - Tourism and marketing increase education opportunities with public
 - Opportunities are provided for those who are interested without infringing on others' rights
 - Finding the right balance
 - Balance growth with maintaining unique SLO identity
 - Habitat and scenic areas are preserved

Scope (Michael)

- Not addressing food safety regulations (state law), ADA law (state and federal), insurance and liability (business issue).
- In addition to updating regulations for today's situation, Ag Dept hopes to create handbook for users to guide people thru process
- Use of public work group is not common model for ordinance development, but hope is to create a consensus

Upcoming Meeting Schedule (Brenda)

- Wednesday, Nov 30, 6:30-8:30 PM
- Tuesday, January 10, 2006, 7:00-9:00 PM
- Both meetings at UC Cooperative Extension Auditorium, 2156 Sierra Way, SLO

Action Items (Mary)

1. Name Tags for Meetings
2. www.sloag.org for updates and group information, handouts, issues lists, minutes
3. Recruit greenhouse, larger family farm operation, and potential opponent of ag tourism effort
4. Advertise process to media
5. Subject matter expertise to be included as needed
6. Karen Nall – will attempt to provide update on Temporary Events and Special Events ordinance update process.

Homework for Workgroup Members

- Review Definitions and Binder material. Be prepared for discussion of *definition* for AgTourism

Submitted by Michael Isensee, Nov. 21, 2005

Finalized at November 30 Work Group Mtg